

## Claims

What is claimed is:

1. A data processing system for monitoring advertisements watched by a subscriber, said data processing system

5 comprising:

- a) computer processor means for processing data;
- b) storage means for storing data on a storage medium;
- c) first means for monitoring subscriber activity wherein said first means includes recording means for storing subscriber selections;
- 10 d) second means for retrieving advertisement related information wherein said advertisement related information contains descriptive fields corresponding to said advertisement;
- 15 e) third means for processing information wherein said third means includes means for determining the extent to which an advertisement is viewed by said subscriber; and
- f) fourth means for storing said descriptive fields and said determination of the extent to which said advertisement is viewed by said subscriber.
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2. The system described in claim 1 wherein said first means for monitoring subscriber activity further comprises means for monitoring volume levels wherein said volume levels correspond to subscriber selection volume levels.

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3. The system described in claim 1 wherein further comprising:

- g) fifth means for determining a subscriber product interests profile; and
- 30 h) sixth means for storing said subscriber products interests profile.

4. The system described in claim 1 wherein said second means for retrieving advertisement-related information further comprises a means for context mining of textual information associated with said selected source material.

5. The system described in claim 4 wherein said textual information is text derived from closed-captioning data associated with said advertisement.

6. The system described in claim 5 wherein said text derived from closed-captioning data associated with said advertisement includes a product name field.

7. The system described in claim 4 wherein said text derived from closed-captioning data associated with said advertisement includes a product brand field.

8. A client-server based data processing system for monitoring advertisements watched by a subscriber, said client-server based data processing system comprising:

a) first computer processor means at a client side for receiving and displaying advertisements wherein said first computer means is capable of transmitting channel change requests;

b) second computer processor means at a server side for receiving said channel change requests and for processing data;

c) second storage means associated with second computer processor means for storing data on a storage medium;

d) first means at said server side for monitoring subscriber activity wherein said first means for monitoring subscriber activity includes receiving means for receiving subscriber channel change requests, recording means for storing subscriber channel change requests;

e) second means at said server side for retrieving advertisement related information wherein said advertisement related information contains descriptive fields corresponding to an advertisement;

f) third means at said server side for processing information wherein said third means includes means for determining the extent to which an advertisement is viewed by said subscriber; and

g) fourth means at said server side for storing said descriptive fields and said determination of the extent to which said advertisement is viewed by said subscriber.

9. The system described in claim 8 wherein further comprising:

i) fifth means for determining a subscriber product interests profile; and

j) sixth means for storing said subscriber product interests profile.

10. The system described in claim 8 wherein said second means for retrieving advertisement related information further comprises a means for context mining of textual information associated with said selected source material.

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13. The system described in claim 9 wherein said text derived  
10 from closed-captioning data associated with said advertisement  
includes a product brand field.